

OMA partners with Heart and Stroke Foundation to protect Ontario children:

advocacy campaign highlights dangers of smoking in cars with kids

The OMA recently teamed with the Heart and Stroke Foundation of Ontario to advance public awareness and understanding of the dangers of smoking in cars with children.

The risks associated with second-hand smoke exposure in children include respiratory illnesses (asthma, bronchitis and pneumonia), middle ear disease, lower respiratory tract infections, as well as sudden infant death syndrome (SIDS) and increased incidences of cancer and heart disease in adulthood.

"Protecting the health of Ontario's children is one of our most important jobs," said Dr. Suzanne Strasberg, OMA Board Chair. "Given that the concentration of smoke in cars can be up to 60 times greater than in concentrations indoors, the need for such a ban is undeniable."

During the latter part of April 2008, the OMA and Heart and Stroke co-sponsored a series of provocative radio and newspaper ads with the slogan: "When you smoke in the car, your child does too" (see sample ad, right).

On April 30, Health Promotion Minister Margaret Best introduced a bill calling for the implementation of a ban on smoking in cars with children — The Smoke-Free Ontario Amendment Act (Bill 69) — in the Ontario legislature.

At the time of publishing, Bill 69 had passed first reading and was undergoing second reading in the House. The bill is expected to pass third and final reading fairly quickly, as all three political parties have signalled their support for this legislation.

OMR



When you smoke in the car, your child does too.

Research by Ontario's doctors confirms that the car is the worst place you can smoke around children. Even if you put the windows down, there's no safe level of smoke, and your child has no choice but to inhale. So when you smoke in the car, it's like your child does too.

www.oma.org www.heartandstroke.ca

